

Fashion Calendar

1949

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JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 8, 1949</u>			
Friday July 8 12:00 Noon Luncheon	PRESS PREVIEW OF FALL MILLINERY Aranka will present her Fall millinery to the press at a luncheon show in the Coral Room. By invitation only. Publ.: Mildred Kaldor, MU.9-5420.	ARANKA, INC. (19 EAST 56TH ST.)	WEYLIN HOTEL 54TH & MADISON AVE.
Friday July 8- July 15 Luncheon & Cocktails	PRESS SHOWING OF FALL MILLINERY Special showings through July 15 at 10:30 A.M. and 2:30 P.M. Individual appointments for special group showings may be arranged for local and out-of-town press. Publicity: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 WEST 57TH ST.
Sunday July 10 11:00 A.M. Brunch	PREVIEW: KIDSKIN SHOES, BAGS AND ACCESSORIES Informal preview of Fall shoes, bags and novelty accessories in kidskin at the Chatham Hotel for the local and out-of-town press. Attendance by invitation only. Publicity: Helene O'Hara, or Virginia Clark, MU.6-1623.	KIDSKIN TANNERS' GUILD	CHATHAM WALK 48TH & VANDERBILT
Sunday July 10 3:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Sally Victor will present her semi-annual millinery fashion show to the out-of-town press. By invitation only. Publ.: Mildred Josephs, PL.3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 10 4:00 P.M. Cocktails	OPEN HOUSE PARTY FOR VISITING PRESS Florence Reichman will invite the out-of-town press to an open house cocktail party from 4:00 P.M. to 8:00 P.M. By invitation only. Contact: RH. 4-0290.	FLORENCE REICHMAN	44 EAST 67TH STREET

WEEK BEGINNING MONDAY, JULY 11, 1949

Week of July 11	THIRTEENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will be in N.Y. during the week of July 11 for the Thirteenth National Press Week. The Fall collections of 25 leading N.Y. dress designers, members of the Dress Institute Couture Group, will be shown daily from Monday, July 11 through Friday, July 15. Strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE	NEW YORK CITY
Monday July 11 11:00 A.M.	FALL MILLINERY FOR LOCAL PRESS Presentation of Laddie Northridge's Fall and Winter hat collection at his salon, for the N.Y. press and buyers. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 11 1:00 P.M. Luncheon	YOUNG SPORTSWEAR FOR VISITING PRESS Tilly Schanzer will present her "Mix and Match" Fall fashions to the out-of-town editors. By invitation only. Publ.: Dora Miller, LO. 3-4285.	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM-18TH FL.
Monday July 11 2:30 P.M.	PRESS SHOWING OF FALL MILLINERY Showing of Walter Florell's Fall millinery collection to the local press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday July 11 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Showing of Coro jewelry and Glentex scarfs at an accessories fashion show for local and out-of-town press. Showing at 5:15 P.M. Attendance by invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
Monday July 11 6:00 P.M. Cocktails	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Laddie Northridge presents his Fall and Winter millinery to the out-of-town press. By invitation only. Publ.: Elizabeth Maher Assoc., EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57 STREET SALON
Monday July 11 8:00 P.M. Buffet	FASHION SHOW FOR VISITING EDITORS Maurice Rentner will present his Fall collection to the out-of-town fashion press promptly at 8:00 P.M. Buffet will be served immediately after the show. By invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Beginning Monday July 11- July 22	EXHIBITION-NEW LEATHERS & HISTORIC SHOE STYLES Display of Fall leather colors and graphic history of shoe fashions, presented in cooperation with the Kidskin Tanners Guild and Allied Kid Company. Open to public. Publicity: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday July 12 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS "Underneath It's Embroideries" - a showing for out-of-town press of negligees and lingerie fashions, featuring Schiffli embroidery. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Tuesday July 12 8:00 A.M. Breakfast	MILLINERY FASHIONS FOR VISITING PRESS Autumn hat collection by Irene of New York will be presented to the out-of-town press. By invitation only. Publ.: Ruth Underhill, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND ST. SALON
Tuesday July 12 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association. Virginia Pope, fashion editor of the New York Times, will direct the clinic. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday July 12 12:00 Noon Luncheon	PRESS SHOWING OF FALL COLLECTION Paul Parnes will present his Fall dress and suit collection to the out-of-town and local press. By invitation only. Publicity: Gladys Steiner, MU. 9-1630.	PAUL PARNES	498 SEVENTH AVE. SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 12 2:30 P.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will present his Fall millinery collection to the local fashion press. Attendance by invitation. Publicity: Nonni Eilers, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday July 12 3:00 P.M.	FALL SHOWING FOR VISITING PRESS Preview of Capri Originals collection for the out-of-town editors. By invitation only. Publicity: Elsie Brandt, WI. 7-7430.	CAPRI ORIGINALS	1372 BROADWAY SHOWROOM - 5TH FL.
Tuesday July 12 3:00 P.M.- 7:30 P.M.	HOPE DIAMOND DISPLAY- NEW DIAMOND DESIGNS The Hope, the Star of the East, and other diamonds from the McLean collection, together with the newest creations by Harry Winston, will be shown to the press at the House of Winston. Escorted tours of the design studios, diamond cutting and jewelry manufacturing facilities. By invitation only. Publicity: Mrs. Jean Shanley, N.W. Ayer & Son, Inc., CI. 6-0200; or Harry Winston, Inc., PL. 3-1510.	N. W. AYER & SON, INC.	HARRY WINSTON, INC. 7 EAST 51ST STREET
Tuesday July 12 4:00 P.M. Cocktails	PRESS PREVIEW OF NECKTIE DESIGNS Preview for local and out-of-town editors of Signet ties, designed by Tina Leser, Washington Tremlett, Mr. Ned; and also the French collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SIGNET TIES	16 EAST 34TH STREET SHOWROOM - 9TH FL.
Tuesday July 12 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES For the first time, Yolande will present a three-in-one collection of their handmades to the out-of-town and local fashion press. Included will be lingerie, blouses and baby clothes; and couture designs will range in age from "one to 21 to simply not telling." Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Ida Miller, Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
Tuesday July 12 7:00 P.M. Dinner	FALL HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Dinner and show: \$17.50 (including tax); Mezzanine: show only, \$8.50 (including tax). Show at 9:00 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Tuesday July 12 9:00 P.M.	PARTY FOR VISITING AND LOCAL EDITORS "Just A Wonderful Party!" to be given by The Gruen Watch Co. for the press. Party begins in the Maisonette Room at 9:00 P.M. and ends in the Penthouse Terrace with a Moonlight Buffet. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	THE GRUEN WATCH COMPANY	ST. REGIS HOTEL MAISONETTE ROOM
Wednesday July 13 8:00 A.M. Breakfast	FASHION SHOW FOR VISITING PRESS Maria Krum will present her Fall collection to the out-of-town editors. Attendance by invitation only. Publicity: Julie O'Sullivan, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 13 10:00 A.M. Breakfast	MILLINERY FASHION SHOW FOR PRESS Showing of Mme. Pauline's Fall millinery for local and out-of-town editors. By invitation only.	MME. PAULINE	6 EAST 53RD STREET SALON MU. 9-5420.
Wednesday July 13 12:30 P.M. Luncheon	FASHION SHOW FOR VISITING PRESS Preview of Varden Petite and Varden Casuals for the out-of-town press. Hats and accessories from Mr. John. Gloves from Wear Right. Attendance by invitation only.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM PE. 6-5460.
Wednesday July 13 3:00 P.M. Cocktails	PRESS SHOWING OF MILLINERY FASHIONS Showing of hat pattern models with interpretations for custom millinery, and ready-to-wear hats. By invitation only.	MME. CECILE GERTRUDE KRETZ	25 WEST 57TH STREET SALON Publicity: Elizabeth Mackintosh & Associates, TE. 8-7147.
Wednesday July 13 3:30 P.M.- 7:00 P.M. Cocktails	PRESS SHOWING OF FALL FABRICS Informal fashion show and presentation of Hafner's Fall fabrics for the local and out-of-town press. Attendance by invitation only.	HAFNER FABRICS CORP.	350 FIFTH AVENUE ROOM 1821 Publicity: Martha McDonald, CH. 4-8767.
Wednesday July 13 4:00 P.M. Cocktails	PRESS SHOWING OF FALL COLLECTION A half-hour presentation, for the local and out-of-town press, of highlights from Frances Sider's two collections for Fall. By invitation only.	FRANCES SIDER, INC.	1384 B'WAY (38TH ST.) SHOWROOM-24TH FLOOR Publicity: Terry Mason, LO. 4-3323.
Wednesday July 13 5:00 P.M. Cocktails	FALL SHOWING FOR VISITING PRESS Showing by Lilly Dache for out-of-town editors. Attendance by invitation only.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE MU. 8-2130.
Wednesday July 13 5:30 P.M. Cocktails Buffet	HAT FASHIONS FOR LOCAL & VISITING PRESS The Millinery Fashion Bureau will invite local and out-of-town editors to a cocktail party at 5:30 P.M. Hat fashions for Fall will be shown by leading milliners at 7:15 P.M., followed by buffet supper and entertainment. By invitation only.	MILLINERY FASHION BUREAU	RITZ CARLTON HOTEL CRYSTAL ROOM Publicity: Mary Kelley, LU. 2-2250.
Wednesday July 13 8:30 P.M.	SHOWING AND SUPPER FOR VISITING PRESS Sylvan Rich's party for the visiting editors including a showing of Diminutives and Martini Originals for Fall, followed by late supper in the Ritz Garden. Attendance by invitation only.	SYLVAN RICH	RITZ CARLTON HOTEL OVAL ROOM & GARDEN MU. 9-5420.
Thursday July 14 8:00 A.M. Breakfast	COUTURE VELVETS IN READY-TO-WEAR Presentation for the out-of-town press of ready-to-wear fashions in Paris-sponsored Crompton couture velvets. Included will be suits, day and evening wear, accessories, and bathing suits. Attendance by invitation only.	CROMPTON RICHMOND	LONGCHAMPS 19 WEST 57TH STREET LO. 3-4285.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 14 11:00 A.M.	FALL MILLINERY SHOWING FOR PRESS Mr. Fred Frederics of John Frederics, Inc., will present his Fall millinery collection to the N.Y. press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday July 14 12:30 P.M. Luncheon	LUNCHEON FOR VISITING AND LOCAL PRESS Coty will invite the out-of-town and local editors to a special luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	PLACE TO BE ANNOUNCED
Thursday July 14 2:30 P.M.	PREVIEW OF MILLINERY FASHIONS FOR FALL Braagaard will present his Fall millinery collection to the press. Attendance by invitation only. Contact: PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Thursday July 14 3:00 P.M.	SHOE FASHION PREVIEW FOR VISITING PRESS Fall shoe fashions will be presented by I. Miller to the out-of-town and syndicate press. By invitation only. Publ.: Mildred Held, ST. 4-7800.	I. MILLER	HOTEL PIERRE SUITE 3
Thursday July 14 4:00 P.M.; 5:00 P.M.	FALL FASHIONS FOR VISITING EDITORS Joseph Halpert will present the Jacques Fath American-Made collection for Fall to the out-of-town editors at 4:00 P.M. Showing of the Joseph Halpert collection at 5:00 P.M. By invitation only. Contact: WI. 7-7400.	JOSEPH HALPERT, INC.: JACQUES FATH	SHERRY-NETHERLAND GRAND BALLROOM
Thursday July 14 4:30 P.M.	PRESS PREVIEW OF NEW TABLE LIGHTERS Presentation of Ronson's newest table lighters to the press. By invitation only. Publ.: Helen Shapiro, Yolen, Ross & Salzman, Inc., PL. 9-8620.	RONSON ART METAL WORKS, INC.	THE MADISON (15 E.58) OAK ROOM
Thursday July 14 6:15 P.M.	MILLINERY FASHIONS FOR VISITING PRESS Presentation of Fall hats by Fred Frederics to the out-of-town press. By invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN-FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday July 14 7:00 P.M. Buffet	WHOLESALE COLLECTION FOR VISITING PRESS The first Elizabeth Arden ready-to-wear collection, designed by Castillo, will be presented to the out-of-town press at a buffet dinner. By invitation only. Publicity: Dina Dore, PL. 3-3410.	ELIZABETH ARDEN	681 FIFTH AVENUE SALON
Friday July 15 8:00 A.M. Breakfast	RIBBON FASHIONS FOR VISITING PRESS "You'll Wear Ribbons"--Showing for visiting editors of ribbon fashions and accessories from Paris and New York. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
Friday July 15 12:00 Noon Luncheon	PRESS SHOWING OF FALL HANDBAGS Koret will present Fall handbags to the out-of-town press at a buffet luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	KORET, INC.	33 EAST 33RD STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 15 3:45 P.M.	FALL MILLINERY SHOW FOR VISITING PRESS Fall millinery by Mr. John will be presented to the out-of-town press. Attendance by invitation only. Publicity: Nonni Eilers, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Friday July 15 7:30 P.M.	WEEKEND PARTY FOR VISITING PRESS William Bass and the Greenbriar Hotel have invited the out-of-town press on "The Greenbriar Special" for the weekend. The train will depart from Pennsylvania Station, N.Y., on Friday, July 15, 7:30 P.M. (DST). <u>Sat., July 16, 6:00 P.M.</u> - Cocktail party by Mr. Thomas J. Deegan, vice-president of the Chesapeake & Ohio Railroad. <u>Sat., July 16, 8:00 P.M.</u> - Dinner and Fall fashion show by William Bass. (Precious jewels from Jewellery Industry Council). <u>Sun., July 17, 9:00 P.M.</u> - "Nightcaps" by Guerlain Parfumeurs on train. <u>Mon., July 18, 8:00 A.M.</u> - Breakfast party by Mr. T. O. Williams, vice-president of the Maybelline Co., on train. Train will arrive at Pennsylvania Station, N.Y. at 10:00 A.M. (DST) on Monday., July 18. By invitation only. Publicity: Laura Benham, MU.5-0022.	WILLIAM BASS; & GREENBRIAR HOTEL	WHITE SULPHUR SPRINGS WEST VIRGINIA
Monday July 18 10:30 A.M.	JUDY'N JILL FASHIONS FOR VISITING PRESS Presentation of Judy'n Jill Fall fashions to out-of-town editors. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM
Monday July 18 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will invite the out-of-town press to a luncheon and showing of Fall fashions. By invitation only. Contact: Lloyd Weill, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Monday July 18 2:00 P.M.	SHOE FASHIONS FOR LOCAL & VISITING PRESS Delman will present Fall shoe fashions to the local and out-of-town editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN, INC.	754 FIFTH AVENUE SALON
Monday July 18 3:00 P.M.	SHOWING OF SCARFS FOR VISITING PRESS Brooke Cadwallader will present a showing of his Fall scarfs to the out-of-town press. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Monday July 18 4:00 P.M.	FALL FASHIONS FOR VISITING PRESS The out-of-town press will be invited to a showing of Fira Benenson's Fall collection. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Monday July 18 5:00 P.M.	FUR FASHION SHOW FOR VISITING PRESS Esther Dorothy will present fur fashions to the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SHOWROOM
Tuesday July 19 9:30 A.M. Breakfast	INFORMAL SHOWING OF PRINT FABRIC Informal breakfast showing by Ascher of London of new domestic line of silk screen printed cotton fabric. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.	ASCHER OF LONDON	104 EAST 52ND STREET 2ND FLOOR-SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 19 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING The Fashion Group will present Fall clothes at a fashion show. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Tuesday July 19 4:00 P.M. Cocktails	FIRST PRESS SHOWING OF HAT COLLECTION Fall millinery by Chanda will be presented to the local and out-of-town press. Show at 4:30 P.M. By invitation only. Publicity: Arthur Rubin, JU. 6-5350.	CHANDA, INC.	30 WEST 57TH STREET SALON - 3RD FLOOR
Wednesday July 20 9:30 A.M. Breakfast	FASHION SHOW FOR LIONS' CLUB Presentation of Fall fashions by members of the N.Y. Dress Institute for the Lions' Club. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Wednesday July 20 12:30 P.M. Luncheon	FASHIONS AND FABRICS AT LUNCHEON SHOWING Presentation of Fall costumes, created by leading designers in John Walther Fabrics, during luncheon showing. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday July 20 8:15 P.M.	SELECTION OF "MISS NEW YORK CITY" "Miss New York City" will be selected from a group of candidates. Winner will represent the Metropolitan area at the Miss America National Pageant. Tickets: 75¢ to \$5.25. Contact: Grace Downs School, PL. 9-1350.	GRACE DOWNS ENTERPRISES	CARNEGIE HALL 7TH AVE. & 57TH ST.
Beginning Monday July 25	LONDON HAUTE COUTURE COLLECTIONS Monday, July 25: Molyneux, Norman Hartnell Tuesday, July 26: Michael Sherard, Charles Creed, Ltd., Victor Stiebel Wednesday, July 27: Peter Russell, Ltd., Bianca Mosca, Ltd. Thursday, July 28: Digby Morton, Ltd., Worth, Ltd. Friday, July 29: Matelli, Hardy Amies, Ltd. Attendance by invitation only. Cards issued by the Member Houses to whom application should be made. Contact: Lilian Hyder, Tel.: Regent 3816.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	193 REGENT STREET LONDON, ENGLAND
Tuesday July 26 2:30 P.M. Cocktails	PRESS PREVIEW: FALL FURS AND CLOTH COATS Presentation to the fashion press of the I. J. Fox Fall-Winter, 1949-1950, collection of Fur coats and "Little Furs" - fur trimmed and un-trimmed cloth coats featuring originals and adaptations. Accessorized by Roberta Miles. By invitation only. Contact: Helen Rothman, MU. 5-4500.	I. J. FOX	393 FIFTH AVENUE EMPIRE SALON
Wednesday July 27	ARRIVAL OF REBUILT "ILE DE FRANCE" The S.S. Ile de France will return to trans-Atlantic passenger service after being decorated by the French Government for duty. Completely rebuilt on a more-space, more-luxury plan, the ship will arrive on July 27, and depart again for Le Havre July 30. Fashion photographs may be taken aboard during subsequent calls in port. French Line Publicity: Charles J. Hogan, 610 Fifth Avenue, PL. 7-2500.	FRENCH LINE	PIER 88 WEST 50TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 27 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: NEW PERFUME LINE AND HOLIDAY GIFTS Bourjois presents new perfume line and collection of holiday gifts at a cocktail party for the press. By invitation only. Publicity: Grace Coppage, LO. 4-0200.	BOURJOIS, INC.	HAMPSHIRE HOUSE COTTAGE

COLLEGE SHOP OPENINGS AND SHOWINGS

Wednesday July 27	ARNOLD CONSTABLE College shop opening and fashion show. Open to public. Publicity: Lynn Casey, MU. 5-2300.		3RD FL. COLLEGE SHOP
Wednesday July 27	BONWIT TELLER Publicity: Carolyn Haight, EL. 5-6800.		7TH FLOOR
Monday August 1	BLOOMINGDALE'S Publicity: Dervin O'Brien, VO. 5-5900.		3RD FLOOR
Monday August 1	MACY'S Publicity: Helen Law, CH. 4-2000, Ext. 2431.		3RD FL., B'WAY BLDG.
Monday August 1	FRANKLIN SIMON & CO. College shop will open Monday, August 1. The college fashion show will be on Thursday, August 4 (time and place to be announced later). Open to public. Publicity: Lenore Benson, WI. 7-9600.		3RD FLOOR
Monday August 1	JAMES McCREERY & CO. Publicity: Jean Saville, WI. 7-7000.		4TH FLOOR
Tuesday August 2 3:00 P.M.	RUSSEKS FIFTH AVENUE Showing of fashions for college, Tuesday, August 2. College Shop will be open Monday, August 1. Open to public. Publ.: Helen Moran, WI. 7-1900.		7TH FL. SPORTS SHOP
Wednesday August 3 9:30 A.M.	SAKS FIFTH AVENUE College Fashion show for the press. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.		PLACE TO BE ANNOUNCED
Thursday August 4 6:00 P.M.	ABRAHAM & STRAUS (BROOKLYN) Abraham & Straus College Board to present showing of college clothes in The Special Events Center, 8th floor. The store's College Shop will open on Wednesday, July 20, on the 3rd floor. Open to public. Publ.: The Special Events Center, TR. 5-7200, Ext. 664.		8TH FLOOR
Monday August 8	LORD AND TAYLOR Publicity: Gloria Carr, WI. 7-3300.		5TH FLOOR
Monday August 8	DE PINNA Publicity: Dorothy Coburn, MU. 8-2000.		4TH FLOOR
Monday August 8	L. BAMBERGER & CO. (NEWARK) Publicity: Mary Grizzard, or Victoria Schmidt, MA. 2-1212, Ext. 2312.		3RD FLOOR
Monday August 8	KRESGE (NEWARK) Publicity: Dorothy Armbruster, MI. 2-8000, Ext. 395.		3RD FLOOR

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERECOLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

Tuesday August 9 3:00 P.M.	SAKS 34TH STREET Presentation of college fashions. Open to public. The College Shop will open Monday, August 8. Publicity: Francis Eisner, LA. 4-7000, Ext. 445.	3RD FL. SPORTS SHOP
Thursday August 11 2:30 P.M.	MARTIN'S (BROOKLYN) College fashion show on the 5th floor. Open to public. The college shop will open Monday, August 8. Publ. Kay Connelly, TR. 5-3100, Ext. 350.	5TH FLOOR
Wednesday August 17	B. ALTMAN & CO. College fashion show in the College Shop on the 3rd floor, Wednesday, August 17 (time to be announced later). The College Shop will open Monday, August 1. Open to public. Publicity: Etta Daub, MU. 9-7000.	3RD FL. COLLEGE SHOP
Saturday August 20	GIMBELS Showing of College Fashions on the 3rd floor. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	3RD FLOOR
Beginning Monday August 1	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are tentatively scheduled as follows: <u>Aug. 1</u> : Balmain (for retailers), Rochas, Madeleine Vramant; <u>Aug. 2</u> : Balmain (for manufacturers), Bruyere, Jean Desses; <u>Aug. 3</u> : Carven, Lafaurie, Lanvin, Maggy Rouff, Robert Piguet, Worth; <u>Aug. 4</u> : Balenciaga, Gres, Fath, Griffe, Patou, Chaumont, Paquin, Schiaparelli; <u>Aug. 5</u> : Heim, Carpentier, Manguin, Molyneux; <u>Aug. 8</u> : Dior (for retailers); <u>Aug. 9</u> : Dior (for manufacturers). Contact: Chambre Syndicale de la Couture Parisienne, 102 Rue du Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS PARIS, FRANCE
Thursday August 4 6:00 P.M.	SHOWING OF FALL FUR FASHIONS Presentation of new fashions in furs for Fall. Open to public. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.	GIMBELS 3RD FLOOR FUR SHOP
Monday August 8- August 12	NATIONAL LUGGAGE AND LEATHER GOODS SHOW Over 200 exhibitors will display new fashions in luggage and leather goods on five floors at the Hotel New Yorker. Daily schedule: Monday, 1:00 P.M. to 9:00 P.M.; Tuesday, 9:00 A.M. to 6:00 P.M.; Wednesday, 9:00 A.M. to 9:00 P.M.; Thursday, 9:00 A.M. to 6:00 P.M.; Friday, 9:00 A.M. to 3:00 P.M. There will be a dinner dance in the Grand Ballroom, Hotel Statler, Friday at 7:30 P. M. Publicity: Sylvia Leonard, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC. HOTEL NEW YORKER 8TH AVE. & 34TH ST.
Monday August 15- August 18	NATIONAL RETAIL JEWELERS' SHOW There will be 185 exhibitors in the 1949 Convention and Trade Show of the American National Retail Jewelers Association. Contact: Mr. Charles Evans, or Mr. Boyd Evans, 551 Fifth Ave., MU. 2-2764.	AMERICAN NATIONAL RETAIL JEWELERS ASSN. WALDORF-ASTORIA BALLROOM
Tuesday August 16 3:00 P.M.	SHOWING OF WOMEN'S SUITS BY MURRAY SICES Russeks will present the woman's suit picture for Fall by Murray Sices. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE 5TH FLOOR WOMEN'S WORLD

MUSIC...MOVIES...THEATRE...TELEVISION...MUSEUMS

- Friday
July 8 PREMIERE: "THE FOUNTAINHEAD" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Brothers presents film based on Ayn Rand's novel of the same name. Produced by Henry Blanke, directed by King Vidor. It stars Gary Cooper, Patricia Neal, Raymond Massey and Kent Smith. Ultra-modern architect fights to reach idealistic goals while embroiled in a complicated romance. Wardrobe by Milo Anderson. (Note change of date). Publicity: Eve Siegel, CI. 6-1000.
- Saturday
July 9 PREMIERE: "THE WEAKER SEX" (Movie) LITTLE CARNEGIE THEATRE, 7TH AVE. & 57
Two Cities film based on original story by Esther McCracken and Val Valentine, "No Medals." Starring Ursula Jeans, Cecil Parker, Derek Bond, Joan Hopkins. Producer: Paul Soskin. Director: Roy Baker. Publicity: Jerry Dale, PL. 9-1500.
- Beginning
Monday
July 11 FOURTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AV.
Monday, July 11: Isaac Stern, violinist, playing the Brahms Violin Concerto on an all-Brahms program. Sir Adrian Boult, Director of the B.B.C. orchestra, conducts the concerts for the first four nights.
Tuesday, July 12: An all-orchestral program including: John Ireland's "London Overture", Creston's "Two Choric Dances", Haydn's Symphony No. 13 in G (B. and H. 88), and Tchaikovsky's Fourth Symphony.
Wednesday, July 13: Frances Magnes, violinist, playing Chausson's "Poeme" and Ravel's "Tzigane."
Thursday, July 14: Claudio Arrau, pianist, soloist on an all-Beethoven program.
Saturday, July 15: The Fiftieth Anniversary of the death of Johann Strauss will be commemorated. Robert Stolz, Viennese composer-conductor, will direct the program.
Unreserved seats: 30¢-60¢-\$1.40. Reserved seats: \$2.00. Table for eight (reserved): \$24.00. Publicity: Margaret Hartigan, CI. 6-4462.
- Wednesday
July 13 PREMIERE: "THE GREAT GATSBY" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount Pictures' production depicting racy living in N.Y.C. during the bootleg era of the late 1920's. Produced by Richard Maibaum, directed by Elliott Nugent, starring Alan Ladd, Betty Field, Barry Sullivan, Ruth Hussey and Macdonald Carey. Costumes by Edith Head. Publicity: Rex Taylor, BR. 9-8700.
- Thursday
July 14 PREMIERE: "ONCE UPON A DREAM" (Movie) TRANS-LUX THEATRE, 60TH & MADISON
Eagle Lion Films release of J. Arthur Rank production, starring Googie Withers, Griffith Jones and Guy Middleton. Producer: Anthony Darnborough. Director: Ralph Thomas. Dress Designer: Julie Harris. Publicity: Leo Brody, PL. 7-1600.
- Friday
July 15 OPENING: "MISS LIBERTY" IMPERIAL THEATRE, 45TH ST. W. OF B'WAY
Irving Berlin, Robert E. Sherwood and Moss Hart present a new musical comedy with book by Robert E. Sherwood and music and lyrics by Irving Berlin. Cast includes Allyn McLerie, Eddie Albert, Mary McCarty and Philip Bourneuf. Staged by Moss Hart. Choreography: Jerome Robbins. Sets: Oliver Smith. Costumes: Motley. Publicity: William Fields, CI. 5-7930.